



اَوْنَبُوْرَسِيْتِي تِيْكُوْلُوْكَوْمِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA



COMPANY ANALYSIS : PHILIPS

TECHNOLOGY ENTREPRENEURSHIP (ENT 600) : CASE STUDY

**FACULTY & PROGRAMME : FACULTY OF APPLIED SCIENCE & SARJANA
MUDA SAINS (KEPUJIAN) KIMIA DENGAN PENGURUSAN**

SEMESTER : 2

PROJECT TITLE : DAILY COLLECTION BLENDER HR2059/90

NAME : NUR FAATIHAH BINTI AHMAD REDZUAN

STUDENT ID : 2020968459

GROUP : AS2222B

LECTURER'S NAME : DR NURSYAMILAH BINTI ANNUAR

ACKNOWLEDGEMENT

ASSALAMUALAIKUM WARAHMATULLAHI WABARAKATUH

In performing this case study it can assist us in various aspects between theoretical and practical work. Therefore, all of classmates were accepting this as a challenge to ourselves because it developed our passion and ability in creating new ideas on business field. In doing this, it is important to us in order to start the new business in the future.

Alhamdulillah, I am very grateful and thanks to Allah SWT for helping me in completing this case study. As it is one of the requirement that we need to accomplished in this assessment under course ENT 600. I am very glad and happy because finally be able to finish this case study smoothly although all the obstacles have been faced during finishing this task. To be honest, I do not expect that I would be able to complete this work on time, but apparently I was be able to handle this case study successfully.

I would also like to express my gratitude towards those who have directly and indirectly guide me to accomplish this task. To my parents for giving morally and financial support in completing this case study. Special thanks to all of my friends for their contribution, cooperation and encouragement that helped me a lot in doing this case study.

Lastly, not to be forgotten to our dedicated and wonderful ENT 600 lecturer Dr NurSyamilah Annuar for her kindness in guiding us during the process of completing this work. She have provided us with good services by giving us useful information about the task. The case study have been prepared with the cooperation and support with all this great people.

TABLE OF CONTENT

TITLE PAGE	PAGE
ACKNOWLEDGMENT	i
TABLE OF CONTENT	ii
LIST OF FIGURES	iii
LIST OF TABLES	iv
EXECUTIVE SUMMARY	v
1. INTRODUCTION	
1.1 Background of the study	1
1.2 Problem statement	1-2
1.3 Purpose of the study	2
2. COMPANY INFORMATION	
2.1 Background company	3-4
2.2 Organizational structure	4
2.3 Products/services	5-6
2.4 Business, marketing, operating strategy	7-8
3. COMPANY ANALYSIS	
3.1 SWOT	9
4. FINDINGS AND DISCUSSION	10-13
5. RECOMMENDATION AND IMPROVEMENT	14-15
6. CONCLUSION	16
7. REFERENCES	17
8. APPENDICES	

EXECUTIVE SUMMARY

Philips is a well-known company that manufacturer of electronic products in Amsterdam, Netherlands. This company has been chosen to complete in case study under the subject of Technology Entrepreneurship (ENT600). The case study is to figure out about the background of company, organizational structure, products and services of Philips. One of the product have been selected from the company which is blender. Through this, we study about the blender technology which is basically a same technology used by hand blender, juice blender, food processor or chopper. Thus, the business, marketing and operating strategies used by the companies has been figure out to see how the company manage the product into the target market.

Next, there are some problems that I analyze about this company by using SWOT analysis. All the information about the product has been studied. Due to the needs and demands by the existing users of the product, there have several problem that face by the company. They have an issues with the size of jar, the material it used, the shape of the container, style of cap or blade and speed settings. For example, they providing the smaller size which only enough for 1 litre. While the material it use for the jar is made by the plastic material which not really well in resistant the hard or hot foods and easily get scratch.

After finding the problems of the product, I find out the solution based on the weaknesses that can be implemented by the company. This can help the company to find ways on how to overcome and meet customers' needs by making it more innovation. For example, provide enough space of jar and use a material that can resistant to any ingredient, modify the shape of container, provide removable cap in the centre and have more option in speed settings. With all the solution that have been suggested, the company can solve the problems in order to establish the new product to target market in the future.

Lastly, some recommendations can be made in order to improve the products and services. They can improve the material of the jar by using glass material to make it more resistant toward variety of food. Not only that, offer more option of speed which have three range of speed from low to high that can be used with all type of food. All the recommendation very helpful to Philips and may act as a catalyst to strength up their company. As a result, Philips' Company can produce a lot of electronic that more advance with technology. Not only that, it can give a benefit to the consumers as well as help the company to increase the profits.

2.3 Products/Services

Type of Product (Food preparation)	Name of products
Juicer	<ul style="list-style-type: none"> • Viva Collection Masticating juicer HR1889/71
Blender	<ul style="list-style-type: none"> • Daily Collection Mini blender HR2602/01 • Avance Collection Cooking Blender HR2099/90 • Series 5000 Blender Core HR2221/01 • Daily Collection Blender HR2059/90 • Avance Collection Blender HR3652/00
Hand blender	<ul style="list-style-type: none"> • Daily Collection ProMix Handblender HR2533/01 • Daily Collection ProMix Handblender HR2531/01 • Daily Collection ProMix Handblender HR2543/01 • Daily Collection ProMix Handblender HR2534/01 • Viva Collection ProMix Handblender HR2652/91
Food processor	<ul style="list-style-type: none"> • Viva Collection Compact Food Processor HR7530/01 • Viva Collection Compact Food Processor HR7520/01 • Viva Collection Compact Food Processor HR7530/11 • Avance Collection Food processor HR7776/91 • Daily Collection Compact Food Processor HR7320/01 • Daily Collection Compact Food Processor HR7320/11
Chopper	<ul style="list-style-type: none"> • Daily Collection Chopper HR1393/01
Mixer	<ul style="list-style-type: none"> • Daily Collection Philips Daily Collection Mixer HR3700/01 • Daily Collection Philips Daily Collection Mixer HR3700/31 • Daily Collection Philips Daily Collection Mixer HR3705/11

Table 2 : Product/service for food preparation of Philip company